



# ***SPONSORSHIP PROPOSAL***

## **FOR YOUR BUSINESS**

We at the Northwest Vipers are in the process of expanding our sponsors and we are offering you the chance to become part of the Viper family by offering your business or personal sponsorship today.

For a 1 year £300 sponsorship (revised annually) we at the Vipers will provide marketing for your business through various resources available to us.



Gameday Social Media Post Example



"We look forward to teaming up with you and your business to help grow the team and the sport across the North-West of Ireland and beyond."

***MARK GILLEN***

**Chairman, Northwest Vipers American Football Club**

# WHAT'S IN IT FOR YOUR BUSINESS?

## ***SPONSOR US***



### ***SOCIAL MEDIA REACH***

Your business and branding will be featured in regular social media posts across all our platforms. Integrated into our graphics and with spotlight posts on your business. Between Facebook, Instagram & twitter we have a combined reach of over 8,000 users.



### ***LOCAL MEDIA***

We at the Vipers have close relations with various local media outlets. We are regularly featured in papers like the Derry News, Derry Journal and make appearances on local radio stations such as Highland and Drive 105. We have also featured in other publications across Ireland such as the Irish Independent (and website) most recently.



### ***GAMEDAY SPOTLIGHT***

Your business will be featured on game days through various avenues. We have a run in the week before each game, again using social media and local media. We will also have a 5ft x 2ft banner pitch side featuring each sponsor and their branding. Our new home at The Vale Centre has a greater potential for spectators so more eyes on your brand. We will also be choosing a sponsor each week to feature as our Offensive & Defensive MVP's. This again provides more opportunity to feature you and your business across all our resources.